

COLLIN WANG

514.834.9811

Analytical Problem Solver & Strategic Thinker

collinwang11.github.io

3 years of experience in Marketing Communications
Business Development & Data Analytics

linkedin.com/in/collinwang

zhiqin.wang@mail.mcgill.ca

EXPERIENCE

National Research Council Canada, Research Intern, Montreal, QC, 1/19 – Present

- Gathering and analyzing information in support of NRC and external clients' R&D needs
- Rapid reviews on network graph and machine learning methods for information management
- Scanning & testing of state-of-the-art text analysis technologies and programming for analysis

McGill Teaching & Learning Services, Skills Development Assistant, Montreal, QC, 6/18 – Present

- Developing marketing strategies to promote the vision and mission of the program
- Creating Excel databases to store student confidential information for reporting and analysis
- Conducting usability testing plans and collaborating with web designers to redesign the website

UW International Advancement, Business Development Assistant, Seattle, WA, 7/16 – 5/17

- Conducted research on international market opportunities, market trends and best practices
- Presented results and recommendations to stakeholders by drawing insights from data analysis
- Created business strategies on key initiatives and discussed main findings with senior directors

Washington State China Relations Council, Marketing Assistant, Seattle, WA, 1/16 – 7/16

- Worked closely with Marketing team to develop campaigns and measure its impact
- Created Access databases to analyze new members' files and produced reports and dashboards
- Interfaced with diverse industry and built strong relationships with clients and internal partners

UW Office of the Provost, Communications Assistant, Seattle, WA, 1/15 – 1/16

- Supported senior directors on different strategic and analytical research projects
- Used metrics to measure engagement and built analysis sheets to improve user development
- Created and delivered key messages across multiple channels, reached 1K+followers in 1 month

SKILLS

- Proficient: **Python, R, HTML5+CSS3, MS Applications**, Basic: **SQL, JavaScript, Tableau**
- Languages: English (Advanced), French (Basic), Mandarin (Native)

EDUCATION

McGill University, Master of Science, Information Technology, **April 2019**

University of Washington, Bachelor of Arts, Marketing Communications, **June 2016**

PROJECTS

- **Bank Marketing**: Applied different algorithms to predict potential customers, Winter 2018
- **CV**: Created personal profile by using HTML5, CSS3, and JavaScript, Winter 2018
- **IMDB Ratings**: Built different models to predict 2018 Hollywood movies' ratings, Fall 2018
- **Help Kiosk**: Interface design for older users (**ongoing project with Samsung**), Winter 2019